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February 15, 2020

The Managing Director
Sindh Mass Transit Authority
H.No 20, 9th Street, Kh Shamsheer, Phase 5, DHA
KARACH – 021 99332911

Reference; Daily Dawn Karachi dated February 02, 2020

Subject; Covering Letter/ EOI with CV for the post of "Communication Specialist"

Please refer the above cited reference and subject, respectfully submitted I have all the required experience, educational qualification and competencies for above cited post. I have been served in infra-structure public sector multi-millions projects funded by the World Bank Group, USAID, JSI Inc. Grameen Bank Ltd. Bangladesh. I have got the opportunity serving in Pakistan, Bangladesh, Afghanistan & Kingdom of Saudi Arabia.

Having over a decade experience in all Communication Node includes but not limited to; Developmental Communication, Project/ Program Communication, CSR Communication, Digital Communication and Social Media Communication.

Currently, I am engaged on a deliverable-based consulting assignment with the World Bank Project in Disaster Management & Climate Change under the umbrella of GoS.

Viewing the above scenario, I request you to please consider my Credentials to serve you on the said post. Looking forward for your consideration, please.

Thanking you,
Sincerely,

HASSAN

Encl;

8 Pages CV
Copy of Educational Certifications
Professional Pictorials

S. Hasan

Masters, Certified HR & Trainer, Certified PMP,

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Summary – Statement of Suitability

How to shift the Paradigm of the Organization from conventional to innovative? How to advocate the developmental program/ project the Community & stakeholders? How to build the image of org/ program/ project as Change Agent?

Moreover, how to transform a generic product into a Branded product? How to build a Communication Strategy. With the blessing of Almighty, I have learnt it by practicing over 20 years in the multimillions donors' funded projects.

Also, synergized & blended my experience with E-media/ digital communication, PR and Event Management practices in the diversified cultures, environment and values in Pakistan, Bangladesh, KSA and Afghanistan. Till to date; I have developed and managed over 100 media communication advocacy campaigns in donor-funded project in diversified Thematic areas that includes but not limited to; Infra-structure, capacity building, governance, education, health, BEE-4-SMEs, PPP Node, disaster management/ DRR/ Climate Change, GBV,

Have specializing in Communication & Body Language. Visiting faculty in the LUMS, IBA & KU. Living in Karachi. Married and blessed with 2 daughters.

Qualification

- MBA IBA Karachi Pakistan *(Maj. Communication, Economics, Policy Analysis, OD)*,
- PGD in Communication & Mass Media IMS London UK,
- Diploma Project Management from PIM Karachi Pakistan
- Succeeded over 15 developmental courses in various disciplines from LUMS, IBA, NED University on behalf on World Bank, USAiD, UKAiD, UNICEF, UNDP, ADB, WHO, ILO

Experience Track

Communication Specialist Disaster/ Climate Change *May 2017 onward*
World Bank Funded Project (SRP PDMA Component)
Govt. of Sindh, Karachi Pakistan

Project Description

Sindh Resilience Project (SRP) funded (2.50 Billion PKR) by the World Bank Group, has two components; one is for Irrigation sector, and 2nd is for PDMA Sindh. SRP PDMA Component is envisioned to build/ strengthening the Capacities *(Institutional, Human, Machineries, Equipment and Systems)* of institutions/ agencies involved in disaster management cycle *(Pre-Disaster, During-Disaster & Post-Disaster)*.

Position Description

Overall role/ objectives of the position are to: Strengthen the Communication, media and advocacy activities on disaster management through designing innovative strategies under the umbrella of World Bank COC.

Accountabilities

- Developing Communications, media and advocacy Strategy as per WBG guidelines, and Rolling-out the communication & media campaigning in print, electronic, POS and digital,
- Developing budgets/ work plans for Communications Team in consultation with the team
- Creating a bi-lingual (English and Urdu) website for the Project and developing website strategy that includes a plan to provide content across a variety of communications (e-newsletters, RSS, podcasting, social media solutions),
- Overseeing the content and materials for information to stakeholders and public at large,
- Developing/ Supervising the multi-media Communications campaign for the concerned,
- Ensuring that communications, messaging and positioning are consistent across all publications and media delivery platforms,
- Overseeing the capture and cataloguing of high-quality photos that capture USAID's Teacher Education Project activities,
- Representing the Project at events including but not limited to collaborations, donor initiatives, professional networks or media-sponsored activities such as writing columns or appearing on a TV reporting news show etc.
- Providing communications counsel and services to the Senior Management Team,
- Prioritization the tasks and timeframes to meet the milestones/ deadlines,
- Ensure press releases & media coverage for all national and provincial events,
- Conduct Communication impact assessment & bench marking, stake holders surveys, SWOT analysis, assess staff communication capacities for development strategies,
- Review project documents to identify communication GAPS, in keeping with donor's access to information and safeguards policies,
- Undertake; research to design communication strategies & action plans to implement
- Organize; media and communication trainings for staff, events for Project,
- Produce; print/ electronic communication products like results briefs, brochures, audio/ video testimonials, documentaries, web, social media,

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Communication & Media Specialist — *May 2014 – April 2017*
USAID – Sindh Basic Education Program
Education Dept. Govt. of Sindh Pakistan

Project Overviewed

Name; Sindh Basic Education Program (SBEP) Donor; USAID
Worth; USD 200 million, Duration; 3 Year
Partners; Halcrow, Sindh Reading Program, Pakistan Reading Program other, CMP
Goal; Build/ re-build the Govt. Schools over 500) in 29 Districts of Sindh destroyed in natural disasters.

Scope of Work

Strategic Communication Planning, Execution and Analysis;

- Ensure communication resources are deployed strategically in support of key communication objectives in alignment with USAID/GOS priorities and strategy,
- Aligning communication activities with SBEP/ USAID-wide communication strategy,
- Formulate and implement innovative outreach materials and engagements,
- Formulate and manage the communication budget,

- Respond to inquiries from media, general public & other sources about the project, provide feedback on going activities & future programming / plans,
- Oversee development of effective communication/ media materials, ensuring accurate information/ presentation of development topics and the impact of SBEP/ USAID,

Public Events;

- Serve as focal point of contact for publicity events and site visits by official visitors from U.S. Embassy, USAID/Washington, Congress, and other U.S. Government agencies or entities. Serve as control officer or participate in teams planning VIP visits.
- Lead preparation of briefing materials, other information products to support these visits.
- Develop in advance a diverse list of potential site visit locations appropriate for a variety of high-level visitors throughout the country,
- Organize, coordinate, or oversee the coordination of press events for SBEP/ USAID projects in conjunction with technical teams and implementing partners. This includes conferences, openings, ribbon-cuttings and other ceremonies.
- Organize press packets, manage protocol issues, site selection, venue branding and marking, staging and logistical issues and identify representation,
- Ensure adequate updating of event tracking calendar by the team.
- Review, edit and clear press releases, briefing checklists/scene setters, talking points and memorandums for the Ambassador, Chief of Mission, USAID Directors,
- Ensure press releases, speeches, talking points and scene setters drafted for SBEP/ USAID events meet quality and formatting standards,
- Manage documentation of SBEP/ USAID events, including video, documentaries, photos, and updates to Facebook, YouTube, and Twitter accounts,
- Organize background briefings for media; compile and disseminate press packets; and provide on-site coordination of media.

Communication Expert *March 2014 – March 2015*
USAID – JSI Inc. UK
Health Dept. Govt. of Sindh

The 12 months project "HR – Health" funded by USAID and technical agency was JSI Inc. UK.

Scope of Work

- Managed all communications included but not limited to; Quarterly Review, producing quarterly bulletins, presentations, videos, blogs and news features,
- Developed guidelines, tools and templates to ensure effective communications;
- Assessed audiences, communications, tools, templates and processes to ensure continuous improvement; Support culture of continuous learning and knowledge sharing;
- Provided technical support (leading + operational) to public sector organizational stake holders in various areas included but not limited to; design Communication Plan within the structure of Strategic Transitional Results Framework and its strategic objective(s).
- Carried out the capacity gap analysis, Design sequencing; Conducted T&D/ awareness programs and develop guidelines where required,
- Devised communication strategy, knowledge products and dissemination of results; liaison with pertinent Partners and arrange regular specific updates and briefings etc.

Communication & Advocacy Specialist *Jan. 2010 – Jan. 2013*
ADB/ Grameen Bank Limited,
Dhaka Bangladesh

Project Description
Grameen Bank Foundation (GBF) is a not-for-profit social development organization aggressively involved in GBV, Health, Education, DRM, Agriculture, Renewable Energy and Poverty Alleviation via SMEs. GBF was incorporated in 1985 under the financial and administrative umbrella of Grameen Bank Ltd. Bangladesh. A multimillions mega project in Dhaka funded by a consortium (ADP, AIIB & Grameen Bank Limited) Project envisioned improving the Mass Transport System to be resilient from climate and Urban flooding vulnerabilities in city of Dhaka.

Position Overviewed
Deliverable-based position required to work under the COP guidance along with vertical & horizontal team. Accountable for designing media and communication strategy AND

- Leading/ run the Media communication and advocacy campaign which was cost & time effective, impactful, in line with the Goal/ objectives of the Project,
- Created & disseminated media communications products included but not limited to; Website, Twitter, FB, WhatsApp, RSS, Pre-STEP one-pager, newsletters, bulletins,
- Conducted media communication impact assessment through outsourcing,
- Developed T&D Manuals, and delivered trainings to staff/ team for capacity building,
- Represented the Project at events including but not limited to donor initiatives, media-sponsored activities such as writing a column, appearing on a TV reporting news shows,

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Manager Communications (CSR Unit) *April – 2006 – Dec. 2009*
Philip Morris Pakistan Limited
(Formerly; Lakson Tobacco Company Ltd.)

Organization Description
PMI is the global tobacco producer & marketer of; Marlboro, Red & White, Morven Gold, K – 2. In Pakistan, they have 5 factories in Karachi, Jamshoro, Sahiwal, Mandra and Sawabi KP. The PMI Inc. has large dept. of CSR (Corporate Social Responsible) at HO Karachi & RO in factory.

Scope of Work
The position served as "Head of CSR Communications" I was accountable for strategic media and communication functions. Managed/ Lead a large team of communication dept. AND

- Building the communication strategy & develop capacity in the area of information management and communications,
- Formulating communications strategy, followed by development of an action plans,
- Conducting annual ITC audit. Evaluation and impact assessment,
- Preparing and managing contracts with advertising agencies,
- Identifying success stories/ other themes that can be used in communication campaigns,
- Proofreading and fine-tuning of ICT papers/ materials to make them understandable, Support to monitor and evaluate the results of activities carried out,
- Training of selected staff in use of software related to image and text manipulation ,
- Write blogs, social networks and news aggregations,
- Drafting of monthly, quarterly, bi-annually and annually reports of the project

Milestones Achieved

- Managed; media and communication functions during transition period from Lakson Tobacco (a local company) to Philip Morris Inc.(a global organization),
- Designed/ developed; Media and communication strategies by employing best practices,
- Established; centralized media and communication in the company.
- Maintained relations with Govt., media, production houses & other stake holders.

Dy. Chief (Communication/ Media) *Feb. 2003 – Feb. 2006*
Aram Co. Foundation, KSA
Saudi Arabia

Project/ Role Overviewed

Aram Co. KSA is a renowned and large group of Saudi Arabia operative across the world. The group is aggressively involved in social development project in specified countries in Asia for marginalized communities in basic health, education, drinking water, rehabilitation of IDPs for devastated people. My position as 'Deputy Chief Communication & Media' was based at Aram Co. HQ, and responsible to lead and manage the team based in Bangladesh and Afghanistan

Responsibilities

- Lead communication operations to support CSR activities at Afghanistan & Bangladesh for designing, executing, and monitoring/ evaluating the impact of complex communication strategies and campaigns in specify countries.
- Provide leadership on broader strategy development and participates in contributing as a team of communications staff and short-term consultants working in these countries.
- Ensuring that compelling narratives on the development impact of Aram Co. Foundation's operations in these areas are clearly articulated,
- Ensuring a consistent approach to communications in the specific country, aligned to HO priorities, and contributing to campaigns and content initiatives, develop productive relations with key media and manage digital communications,
- Collaborating with the teams as senior member of the HQ communications team,
- Proactively manage all internal and external strategic communications for specified countries, in partnership with operational teams, and ensure that high quality, strategic communication plans are consistently implemented in the country,
- Oversee the proactive monitoring and mitigation of reputational risks, and be the first point of contact for engagement with civil society organizations,
- Developed/ implemented Communication strategy/ policy/ manual, rules & regulations,

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DM (Communication & Media Unit) *August 1999 – Dec. 2001*
Union Texas Petroleum Pakistan Inc.
Karachi Pakistan

Organization Overviewed

Union Texas Petroleum Pakistan Inc. a USA based international group in the exploring, production, filtering, supplying and logistics of O&G Products across the World. The group was working in Pakistan since 1957 in O&G producing areas in Sindh. In 2000, in the compliance of a strategic decision, following a terrorist attack on the company's instillation and staff, the UTP Winded-Up its operations, and gradually handed over the business to BP UK.

Scope of Work

Joined as Management Trainee, served in various dept. as Media & Communication Officer, Training officer and Advocacy Officer Last position held; DM (Communication & Media). Responsible for all internal and external communications with business community, market, staff, ministries, courts, media houses, govt. dept. and public at large.

Competencies/ Skills

- Knowledge of multiple forms of communications & media skills & strategic messaging & excellent verbal and written communication and presentation and negotiation skills,
- Capable to create and sell the vision, mission, and core values of the project/ program,
- Capable to work as organization spokesperson in media (electronic & print),
- Proactive team player and situational leader, employ emotional leadership tools,
- Served in Infra-structure projects in diversified culture, languages, values,
- Ability to convey complex messages succinctly and diplomatically.
- Demonstrate in-depth understanding of target audience, highly effective writing style & expertise in high-impact messaging to wider and more strategic audience.
- Craft strategic, high-level messages,
- Show sensitivity when delivering sensitive communication to large public forums,
- Ability to conceptualize, design & deliver media, story-gathering & digital com. strategies,
- Have articulated flavor to develop/ implement and roll-out mega projects communication, media, PR and advocacy campaigns for multiple stakeholders,
- Can work independently OR with team with minimum supervision,
- Multi-tasking in stressful work environment with fast pace projects meeting deadlines,
- Capable to create and sell the vision, mission, and core values for the project,
- Worked as official Spokesperson for media (electronic & print),
- Proactive team player and situational leader (motivator, mentor/ counselor)
- Well aware & respect cultural, behavioral, ethical & religious norms & diversities,
- Sound writing skills (reports, press release, minutes, tweets, FB, WhatsApp, LinkedIn,
- Profound exposure of working with multi-tier funded projects with GOS, GOP and GOB,
- Well-managed, well-organized, Proactive, Well-netted with print & media houses,

Publications

Via compendia (publications, articles, PPTs, papers and key notes) on project, social safeguarding, rural development, disaster management and Resettlement for IDPs.

Personal

Name;	S.Hassan Imam Jafferie S/O S.A.A.Jafferie
Nationality;	Pakistani
Domicile/ PRC;	Sindh
IT Proficiency;	MS Office, World Bank Software STEP, PPTs,
Language;	English, Urdu,
Volunteering;	Mentoring/ Motivation Speaker at Edhi, Chipa & Juvenile Jails
Hobbies;	Violin Playing, Singing, Poetry,